



William J. Sutherland, Lynn V. Dicks, Nancy Ockendon, Silviu O. Petrovan and Rebecca K. Smith (dir.)

## What Works in Conservation 2018

Open Book Publishers

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## 3.2 Education and awareness raising

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## 3.2 Education and awareness raising

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Based on the collated evidence, what is the current assessment of the effectiveness of interventions for education and awareness raising?	
Likely to be beneficial	<ul style="list-style-type: none"><li>● Raise awareness amongst the general public through campaigns and public information</li></ul>
Unknown effectiveness (limited evidence)	<ul style="list-style-type: none"><li>● Provide bird feeding materials to families with young children</li></ul>
No evidence found (no assessment)	<ul style="list-style-type: none"><li>● Enhance bird taxonomy skills through higher education and training</li><li>● Provide training to conservationists and land managers on bird ecology and conservation</li></ul>

### Likely to be beneficial

#### ● Raise awareness amongst the general public through campaigns and public information

A literature review from North America found that education was not sufficient to change behaviour, but that it was necessary for the success of economic incentives and law enforcement. *Assessment: likely to be beneficial (effectiveness 45%; certainty 48%; harms 0%).*

<http://www.conservationevidence.com/actions/162>

## Unknown effectiveness (limited evidence)

### ● Provide bird feeding materials to families with young children

A single replicated, paired study from the USA found that most children involved in a programme providing families with bird food increased their knowledge of birds, but did not significantly change their environmental attitudes. *Assessment: unknown effectiveness — limited evidence (effectiveness 42%; certainty 20%; harms 0%).*

<http://www.conservationevidence.com/actions/163>

## No evidence found (no assessment)

We have captured no evidence for the following interventions:

- Enhance bird taxonomy skills through higher education and training
- Provide training to conservationists and land managers on bird ecology and conservation